

KQKY serves our local community in a variety of ways: Music Programming: Though a TOP 40 format playing nationally released music..we are the only radio station in the greater Central Nebraska area that plays local talent. Not just nominally. At least four local musical groups in the last two years have received regular and even high rotation throughout the day.

Weather: KQKY, as a 100,000 watt station covers a huge area with a large audience. Because of this, keeping everyone in our listening area informed on breaking emergency weather news takes extra resources. But we are committed to be the station our communities can count on for important weather info first. During tornado and snowstorm season, we have teams of three on call when weather breaks. Even when on overnite automation we do NOT depend on the EAS system alone. We suspend regular entertainment programming completely when it is warranted. We are proud that people turn to us to keep informed.

Charities: KQKY cooperates with other Waitt cluster stations in the "Nebraskans Who Care" fund. We have helped spearhead campaigns for a variety of groups including "Make a Wish", the local Food Pantry..and just recently, in cooperation with the Salvation Army and local Fire Departments, sponsored a smoke detector giveaway at four separate locations including the local shopping malls.

In addition, our popular morning show welcomes guests promoting non-profit activities (Walkathons, charity dances, etc) to come in or call in to personally promote their event, and we have the "poop sheet"....an hourly PSA read live by the air talent, promoting non profit events in Central Nebraska

I am confident KQKY, and Waitt Media goes the extra mile to serve our local community beyond the format entertainment factor, and we take the responsibilities of our public license very seriously.

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